

## CLAIMS

1 1. A system for scheduling the distribution of content utilizing a network,  
2 comprising:  
3 (a) a database for storing content;  
4 (b) a server coupled to the database, the server being capable of receiving  
5 input preferences relating to parameters selected from the group consisting of:  
6 frequency, interval, time of play, trigger events, and category filtering;  
7 (c) a scheduling algorithm executed on the server for generating schedule  
8 data utilizing the input preferences, the scheduling algorithm being based on  
9 predetermined methods of processing the input preferences; and  
10 (d) a network coupled between the database and the server for distributing  
11 the content and the schedule data to a plurality of output devices.

1 2. The system recited in claim 1, and further comprising at least one remote  
2 communicative device coupled to said network for receiving and responding to said  
3 schedule data to communicate said content, said remote device being capable of  
4 storing the content and schedule data so that it can continue to function in the event of  
5 a loss of coupling with said network.

1 3. The system recited in claim 2, wherein at least some of said output devices are  
2 coupled to the network via an associated remote server, the remote server being  
3 capable of distributing the content and the schedule data to the associated output  
4 devices.

1 4. The system recited in claim 2, wherein the remote server provides security  
2 between the associated output devices and the network.

1 5. The system recited in claim 1, and further comprising a user interface coupled to  
2 the network for allowing a user to input and/or modify at least one of the schedule data  
3 and the content.

1 6. The system recited in claim 1, wherein the schedule data is stored in the  
2 database with the content.

1 7. The system recited in claim 5, wherein a tag associated with the schedule data is  
2 stored with the content.

1 8. The system recited in claim 1, wherein the schedule data is stored in a database  
2 separate from the database in which the content is stored.

1 9. The system recited in claim 2, and further comprising a user interface coupled to  
2 the network for updating the schedule data.

1 10. The system recited in claim 1, wherein content from a variety of channels is  
2 distributed simultaneously to various ones of the output devices.

1 11. The system recited in claim 1, wherein the database can be queried for  
2 information associated with at least one of the group consisting of billing, statistical  
3 analysis, merchandise, and performance monitoring.

1 12. The system recited in claim 1, and further comprising a gaming device coupled  
2 to the server, the gaming device being capable of communicating content associated  
3 with gaming.